

Message Text

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PAGE 01 BRUSSE 04958 161845Z
ACTION EUR-12

INFO OCT-01 EB-07 ISO-00 /020 W
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R 161728Z MAY 77
FM AMEMBASSY BRUSSELS
TO SECSTATE WASHDC 9866
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UNCLAS BRUSSELS 04958

COMMERCE FOR FIELD (BIC)

E.O. 11652: N/A
TAGS: BEXP,BTRA,BE
SUBJECT: BELGIAN SYMPOSIUM ON FRANCHISING

REF : BRUSSELS 3620

1.AS REPORTED EARLIER,BELGIAN FRANCHISING ASSOCIATION ORGANIZES ON ALTERNATING YEARS SEMINAR/SYMPOSIUM AND ON EVEN YEARS IT PARTICIPATES IN VISUMAT/FRANCHISING SHOW. ROGER JANSSENS,DIRECTOR OF ASSOCIATION,INFORMED US THAT THIS YEAR' SYMPOSIUM IS SCHEDULED FOR OCT. 4 AND 5 AND HE WOULD LIKE TO HAVE SOME US OFFICIAL PARTICIPATION. SPECIFICALLY HE ASKS IF SMALL BUSINESS ADMINISTRATION OR U.S.DEPARTMENT OF COMMERCE WOULD SEND EXPERT WHO COULD SPEAK ON FRANCHISING IN UNITED STATES.THIS EXPERT SHOULD BE FAMILIAR WITH SUBJECT FROM " FRANCHISEE,PREVAILING CONTRACT TERMS AND CUSTOMARY PROCEDURES WHICH CONTRIBUTE TO HEALTHY CLIMATE BETWEEN CONTRACTING PARTIES.

2.MR.JANSSENS INDICATED THAT HIS ASSOCIATION WOULD BE ABLE TO DEFRAY AT LEAST PARTIALLY TRAVEL AND/OR PER DIEM COSTS OF THIS PARTICIPANT.

3.EMBASSY RECOMMENDS PARTICIPATION IN SYMPOSIUM SINCE
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WE BELIEVE THAT IT WOULD CONTRIBUTE TO OUR TRADE OBJECTIVES.COMMERCE WILL RECALL THAT WE SUGGESTED FRANCHISING TRADE MISSION IN FY 1979 (REFTEL,VISUMAT/FRANCHISING '78 IS TENTATIVELY BEING DELAYED UNTIL FIRST QUARTER OF FY 1979.JANSSENS SAID THAT HE HAD POSTPONED FIRM DECISION ON DATE FOR VISUMAT IN HOPE THAT WE COULD GIVE HIM AN INDICATION ON OUR TRADE

MISSION TIMING.HE WISHED TO BE SURE THAT DATES WOULD
BE COMPATIBLE.EMBOFF TOLD HIM THAT DECISION ON TRADE
MISSION WOULD NOT BE MADE IN NEAR FUTURE AND THAT USUALLY
WE COULD NOT MAKE FIRM COMMITMENTS ON SUCH MISSIONS
BEING SCHEDULED UNTIL ABOUT TWO MONTHS PRIOR TO
SCHEDULED ARRIVAL TIME.

4.ACTION REQUESTED: GIVEN COOPERATIVE ATTITUDE OF BELGIAN
FRANCHISING ASSOCIATION,WE SHOULD LIKE TO BE AS
FORTHCOMING AS POSSIBLE IN PROVIDING EXPERT FOR SYMPOSIUM
THIS OCTOBER.PLEASE ADVISE.
RENNER

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NNN

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